



P R O M O T I O N

The Reflected Works

Warren's Lustro Coated Demonstration Book

1915

sappi etc[®]



Warren's Lustro Coated Demonstration Book

For more than a century,
through various names and
incarnations, our message
and mission have remained
the same—to make the means
through which the world
communicates better and
more beautiful.

From the beginning, we've given our customers options that meet the needs of any project, campaign or business. By combining our grades with exquisite artwork and state-of-the-art printing, we've been able to demonstrate the real power of print.

Experience firsthand the benefits of our paper grades as they were in 1915, how they made all the difference then and how we lead the industry even today. By looking back through the pages, we can look forward to a future of exciting possibilities.

1915

Visit sappietc.com

Printing Art Suggestion Book
September 1915

\$100.00

Warren's
Lustro Coated Book



SD



By courtesy of Hart Schaffner & Marx, Chicago

Warren's
Lustro Coated
Book

25 x 38 — 100

See last page for
sizes and weights
stocked

Four color halftone
150 line screen

Ruxton's
Process Inks

Yellow No. J 132
Red No. G 359-X
Blue No. 21269
"Black and White"

SD



By courtesy of The Thomas B. Jeffery Company

Warren's
Lustro Coated
Book

25 x 38 — 100

See last page for
sizes and weights
stocked

Halftone illustration
150 line screen
Ruxton's Inks
"Black and White"

Border
Warren Enamel
Gray
No. 20878



By courtesy John P. Smith Printing Co., Rochester, N. Y.

The First and Last Word

Warren's Enamel of 1885

Lustro Coated Book of 1915

THIS signature is printed upon a 1915 making of Lustro, which is generally considered the last word on coated book making. The interesting old book pictured above was produced thirty years ago upon Warren's Enamel—the pioneer of all coated book papers.

A peculiar interest attaches itself to this specimen, because the paper is in an excellent state of preservation and tests 19 points by the Ashcroft tester.

The work was done for the Co-operative Foundry Co. by John P. Smith (now the John P. Smith Printing Co.) of Rochester, N. Y. Wood cuts were employed and the printing was accomplished on a two-roller drum cylinder.

Mr. Smith who is now a large edition printer, with every modern facility, continues to be an enthusiastic user of the Warren Standard Papers.

*Warren's
Lustro Coated
Book*

25 × 38 — 100

*See last page for
sizes and weights
stocked*

*Halfstone illustration
150 line screen
Ruxton's Inks
"Black and White"*

*Border
Warren Enamel
Gray
No. 20878*

SD

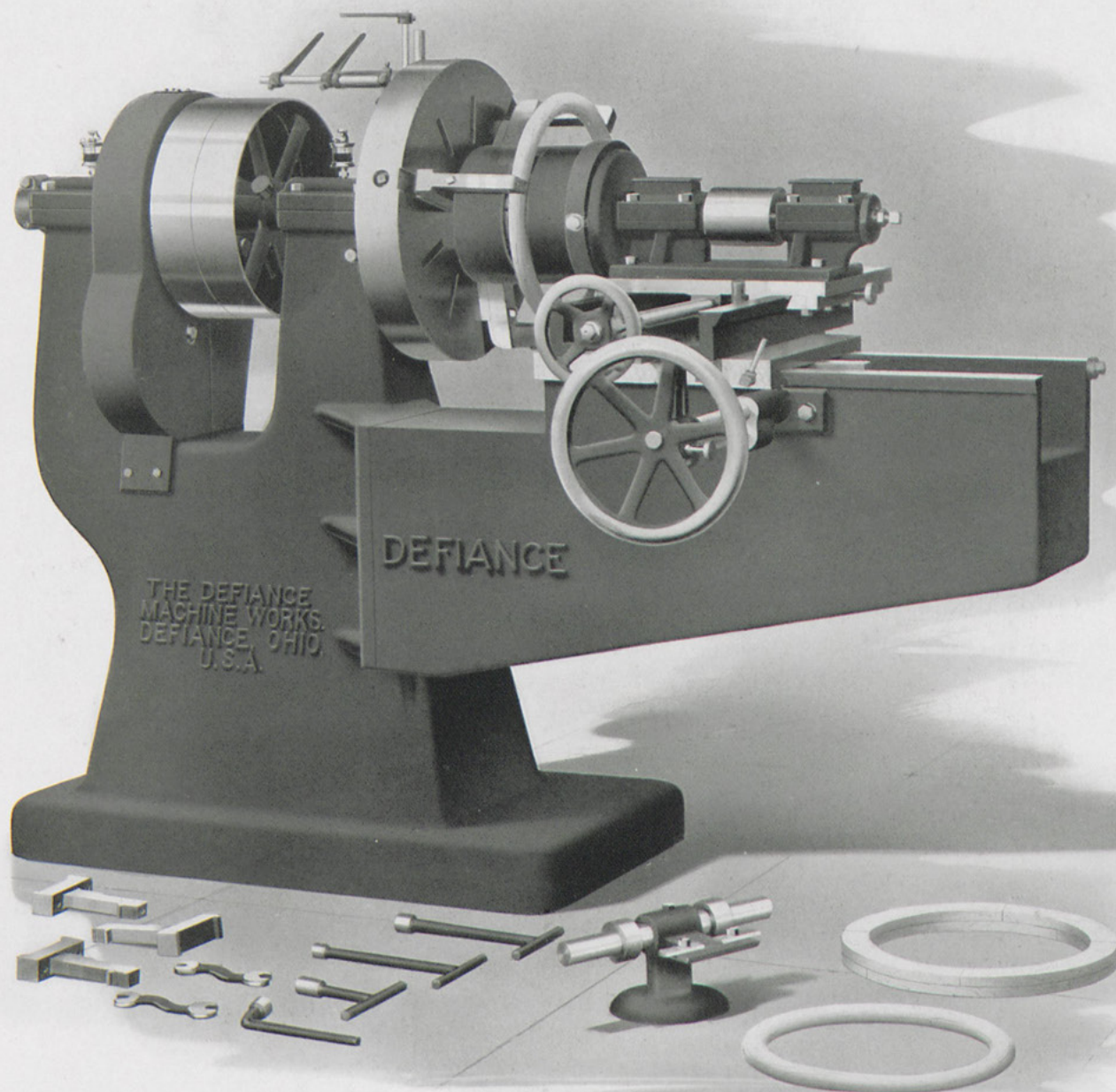


By courtesy of Kohler Co., Kohler, Wis.



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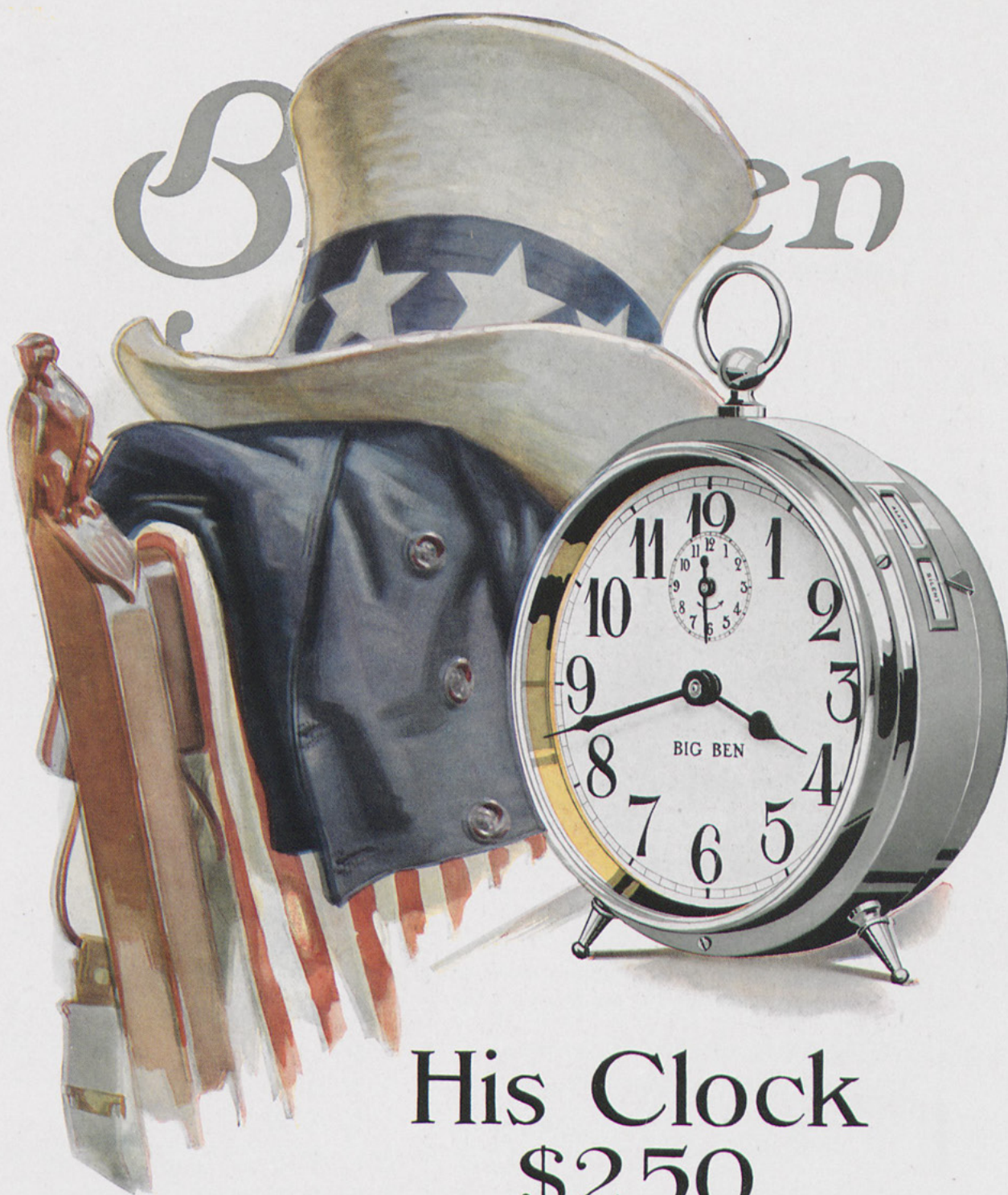


By courtesy of The Defiance Machine Works, Defiance, Ohio

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Halfstone illustration
150 line screen
Ruxton's Inks
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SD



His Clock \$2.50

By courtesy of Western Clock Co., La Salle, Ill.

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25 x 38 — 100

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Four color halftone
150 line screen

Ruxton's
Process Inks

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Red No. G 359-X
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"Black and White"

A Warren Standard **LUSTRO COATED BOOK**

LUSTRO COATED BOOK stands for the best in the Catalog and Commercial World. The uniformity of its surface may be absolutely depended upon to bring out every detail; its color adds brilliancy to the illustrations, its surface is receptive of the finest screens.

Stocked in

25 x 38 — 70, 80, 100, 120
28 x 42 — 100, 120
28 x 44 — 100, 120
32 x 44 — 120, 140
38 x 50 — 140, 160, 200

All 500 sheets to the ream. Packed in cases of about 600 lbs.

TYPE: Careful attention is too seldom paid to the selection of a type face which adapts itself to the paper. As a matter of fact, this care is as essential to perfection as a consideration of the nature of the illustrations. In general, type with hair-line serifs should be avoided when printing upon a high surface or a very rough antique. As the surface of LUSTRO is high, type with fine serifs and lines should be avoided. The face shown on this page is Scotch and in the footnotes Century Italic.

NOTE.—The engraver should always be advised what paper is planned before the illustrations are made.



S. D. WARREN & COMPANY
MANUFACTURERS OF STANDARDS IN COATED
AND UNCOATED BOOK PAPERS
200 DEVONSHIRE STREET, BOSTON

July 2016

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